

"YOU WHO INHALE" *means every smoker!*

THAT'S WHY THIS INFORMATION IS VITAL!

KNOW it—or not—you *do inhale*, some of the time. All smokers do. And inhaling means *much more* contact of smoke with nose and throat passages.

Then, it's clear, chances of irritation *increase!*

So—be sure you know *this vital difference*

between cigarettes—reported by doctors who compared five leading brands.

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CON-

TRASTED PHILIP MORRIS... AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Did you know there was such a tremendous difference... such *tremendous superiority* in Philip Morris? Well, there it is... complete smoking pleasure, without worry about smoking penalties. So—join the nationwide...



CALL FOR PHILIP MORRIS

FINER PLEASURE - PLUS REAL PROTECTION



TODAY— they cost no more than ordinary popular-price brands!

AMERICA'S FINEST CIGARETTE

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